

Council of Europe Programme to support Georgia in view of the
2016 (parliamentary), 2017 (local) and 2018 (presidential) elections



REGIONAL MEDIA COVERAGE OF ELECTIONS

WORKSHOP

1 and 2 August 2016, Gudauri, Georgia

(Venue: Hotel Gudauri Marco Polo)

Agenda

Monday, 1 August

10.00 - 11.00	Opening – introductions, aims, expectations Natia Kuprasvhili (GARB) Mikheil Kechaqmadze (Council of Europe) & Rast'o Kužel (MEMO 98)
11.00 - 12.15	Problems of the media coverage during previous elections – Natia Kuprashvili & Rasto Kuzel <ul style="list-style-type: none">• Identifying the main problems• Media situation in the run up to the 2016 elections• Current issues & challenges
12.15 - 12.25	Coffee break
12.25 - 13.30	Principles of objective, balanced and inclusive reporting - <ul style="list-style-type: none">• Different types of campaign-related coverage• Coverage of election contestants<ul style="list-style-type: none">○ Equal or equitable coverage○ News programs○ Current affairs programs
13.30 - 14.30	Lunch
14.30 - 15.00	Energiser – Rasto Kuzel
15.00 - 16.00	Principles of objective, balanced and inclusive reporting - <ul style="list-style-type: none">• Different types of campaign-related coverage<ul style="list-style-type: none">○ TV debates○ Free and Paid political advertising
16.00 - 16.10	Coffee break
16.10 – 17.00	Practical exercise – working groups Different formats of election-related coverage
19.00 - 20.30	Dinner

Tuesday, 2 August

9.30 - 10.45	Ethical issues and other challenges with the coverage of elections <ul style="list-style-type: none">• Coverage of the state authorities• Advantage of incumbency• Coverage of small (non-parliamentary) parties
10.45 - 10.55	Coffee break
10.55 - 12.00	Ethical issues and other challenges with the coverage of elections Practical exercise – working groups
12.00 - 12.10	Coffee break
12.00 – 13.00	Media coverage of elections – Different types of campaign-related coverage <ul style="list-style-type: none">• E-day coverage• Coverage of public opinion polls• Irresponsible & inflammatory language
13.00 - 14.00	Lunch
14.00 - 14.30	Energiser
14.30 – 16.30	Designing & Discussing formats for the 2016 elections – practical exercise
16.30	Workshop closes